



Utah Smart Site Business Profile **OPINION RESOURCES, INC.**

Contact:

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Website:

www.opinionresources.com

Desc. Primary Products:

Marketing research telephone data collection, online data collection, and data processing.

NAICS Code(s):

541910

Company Established

6/28/2004

Gross Revenues (2004 Projected):

Less than \$100,000

Employees:

Less than 5

Operating Systems:

Linux, UNIX, other: XP Pro

Company Overview:

Opinion Resources, Inc. will locate our first call center in Cedar City, Utah, which is scheduled to open toward the end of August 2004. Initially this center will provide 75-100 part time jobs (paying roughly \$6.75-\$7.00 avg. per hour) for the local population, concentrating on students enrolled at SUU. If the employment market will hold it, we would like to see this location expand over the next 3 years to roughly 200-250 part time positions.

Initially we anticipate up to 10 full-time positions statewide, growing to 20+ over the next 3 years.

Key Management and Technical Staff:

Mary Spain, President:

Mary brings more than 19 years of experience in telephone data collection to Opinion Resources. Throughout her career Mary has worked in all facets of telephone data collection execution and management (including interviewing, training, call center management, scheduling, project management and training, account management and sales). Mary spent 13 years with Discovery Research Group (DRG) most recently as Vice President of Client Services. In this role she increased company sales revenue by 44% over 5 years while also increasing project profitability. Before working for DRG, Mary was Contract Field Supervisor at Wirthlin Worldwide.

Mary has directly managed or overseen nearly 30 million dollars in research studies. Her background in all facets of telephone data collection, her passion for survey research, her attention to detail and her proactive, responsive demeanor make her key to the success of her client's projects. Mary is experienced in executing all types of telephone studies incorporating indispensable forward thinking processes.

Mary was a Director at Large for the Marketing Research Association's Southwest Chapter '96-'99

Richard Hoeft:

Mr. Hoeft's career has spanned over 30 years in the research or research related industries. In 1985 Mr. Hoeft founded Discovery Research Group, a company specializing in telephone data collection for the market research industry. Growing to \$11,000,000 in revenues, the company was sold in 2000. Following the sale, Mr. Hoeft established the USU Innovation Campus Smart Site in Logan, UT and formed Information Connections, LLC, a customer relationship management firm.

During his corporate career, Mr. Hoeft held numerous senior management positions in Research and Development with The Royal Group, Tokyo, Japan, Taco Bell Corp, Irvine, CA, McDonald's



Corp., Oakbrook IL., and McCormick Spice Co., Gilroy, CA.

Mr. Hoeft is a graduate of Rutgers University, New Brunswick, NJ (BS) and the University of Florida, Gainesville, FL (MS).

Scott Spain:

Scott Spain is a self-described "techie" with extensive experience in marketing research including sales, web development, phone-center management, online surveys, and online focus groups.

Mr. Spain's career began at Wirthlin Worldwide in 1987, and later took him to the Discovery Research Group (DRG) and Venture Data. In a partnership with DRG, Scott was a pioneer in developing and conducting online surveys in 1994. Based on a shared philosophy of using technology to enhance marketing research, Scott and his partners founded DigitalBiz, an online marketing research company, in 1997.

Professional Affiliations: Web Chair to the Southwest Chapter of the Marketing Research Association, Past President of the Salt Lake Chapter of the American Marketing Association, Past Special Technology Advisor to the Marketing Research Association's Technology Council and recently finished serving a 2 year term on MRA's national Board of Directors. In addition, he has long been affiliated with the Advertising Research Foundation, the Utah Advertising Federation and the American Society for Quality. Scott continues to stay active in the industry by serving on various MRA task forces.

Scott's written works have been published in MRA's Alert! and Cactus Call. He has also been quoted in several academic research textbooks.

Scott is the sole creator of @ResearchInfo.com, the Web's most active online community for the market research industry.